

chicano art y cultura

Mercado del Barrio

McCormack Baron Salazar
Primestor Development
Phoenix Realty Group
MVE & Partners

Comunidad

Artistry

Transportation

Cultura

CEBA
PLATILLO
3'80

Developer Team

Master Developers:

- McCormack Baron Salazar, Inc. (Housing)
- Primestor Development, Inc. (Retail)

Architecture - McLarand Vasquez Emsiek & Partners

Finance - Phoenix Realty Group

Property Management - MBR Management Services

Community Social Services – Urban Strategies, Inc.

Mercado del Barrio



McCormack Baron Salazar

Accomplishments:

- 33 Year Old Company
- 124 Developments
- Approx. \$1.8 Billion in Real Estate
- 13,985 Housing Units
- 1,101,024 Square Feet Retail/Commercial
- \$120 Million in NMTC
- Manage approximately 17,000 rental units

Expertise:

- Large-scale Urban Developments
- Mixed Income
- Mixed Use TOD
- Blended Financing Strategies (Leveraging)
- Securing Tax Credit Awards (80)
- Using HUD Program including Sec 108/EDI

Mercado del Barrio





Pueblo del Sol Los Angeles, CA.



Mercado del Barrio

Barrio Logan, San Diego CA



Metro Hollywood Apts
Los Angeles, CA.

Mercado del Barrio

Barrio Logan, San Diego CA

Primestor Development

Accomplishments:

- 22 Year Old, Latino-owned Company
- Manage nearly 1.5 million square feet of retail space
- Developing 1.8 million sq ft of retail space on 6.6 million sq ft of land
- Working on several revitalization projects in the nation
- Leader in retail development in Latino communities

Expertise:

- Develop and manage retail centers with emphasis in the urban markets
- Work with government programs and agencies, including HUD 108/EDI
- Blended financing using conventional debt and tax increment.
- Planning with the local community
- Architectural excellence
- Community Benefit Agreements

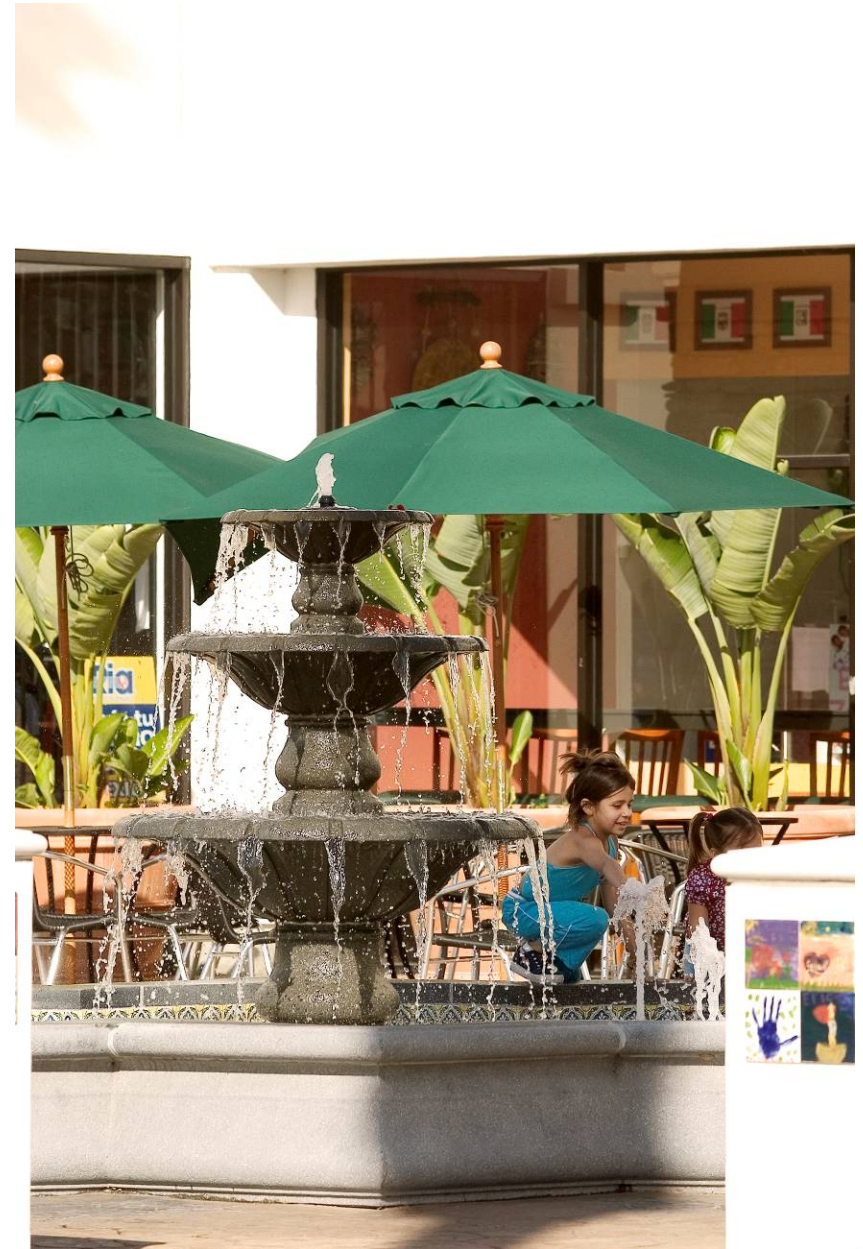
Mercado del Barrio

Barrio Logan, San Diego CA





Los Jardines
Bell Gardens, CA.



Mercado del Barrio

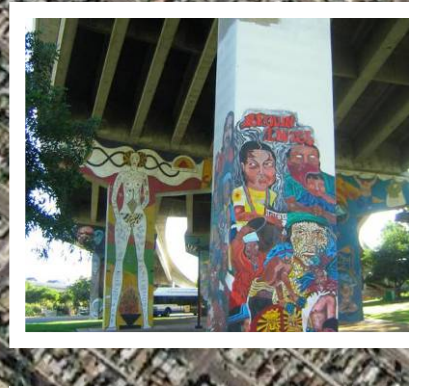
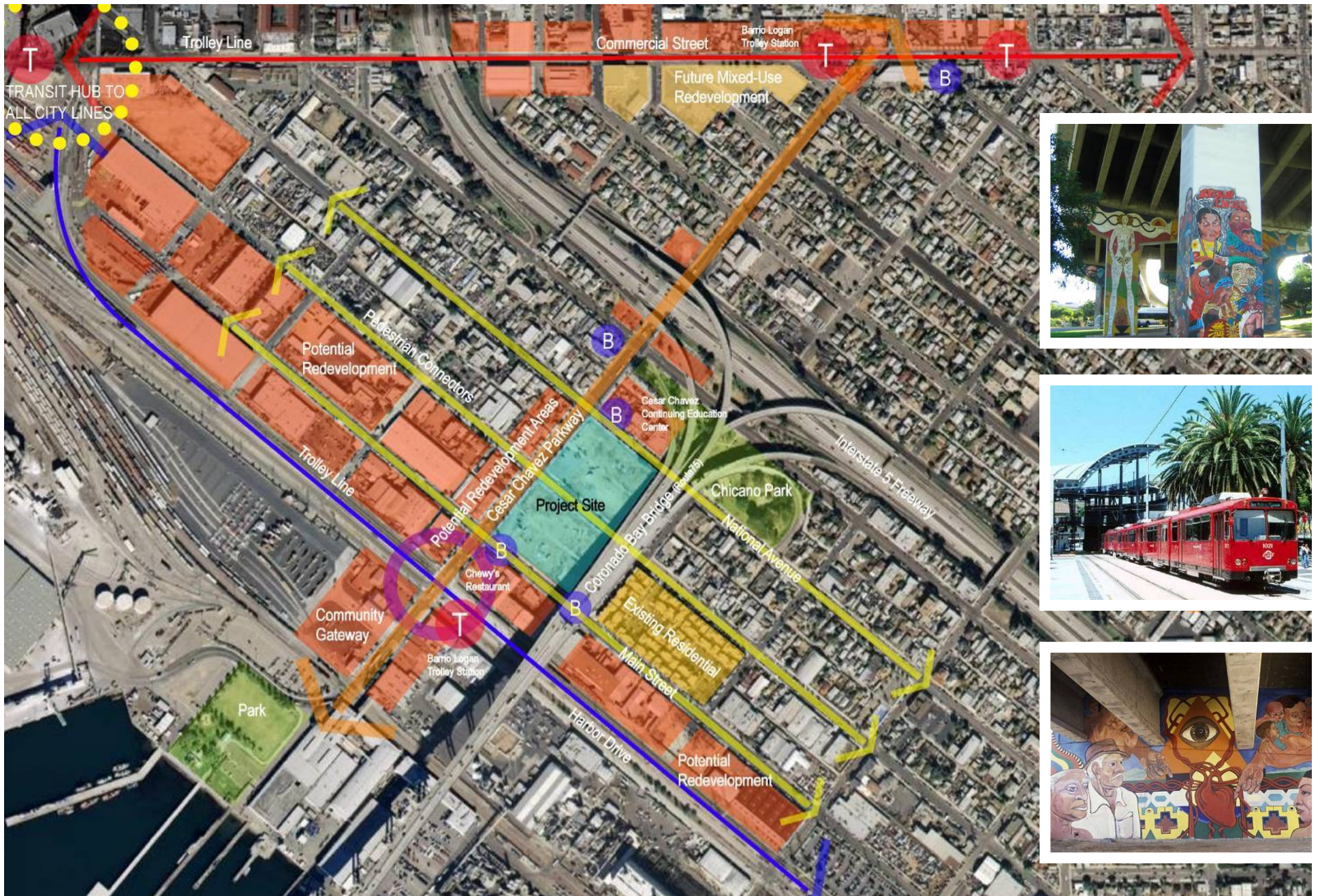
Barrio Logan, San Diego CA



La Alameda
Walnut Park, CA.

Mercado de Barrio

Barrio Logan, San Diego CA



Transit Plan

Mercado del Barrio

Barrio Logan, San Diego CA

Project Concept

- Concept and Building Design
 - Cultural nexus that blends art and culture with retail, housing, education and transportation
- Retail Component
 - Mercado grocery store anchor with other
 - Neighborhood serving retail
- For-sale Component
 - Mixed-Income for-sale condo units with a percentage set-aside for work force earning 100% of Area Median Income
- Rental Component
 - Mixed-Income, multi-generational housing for Seniors and Families, including affordable artist live-work lofts.
- Educational/ community facility space.
 - Common space for community education enrichment programs.
- Parking Element
 - 601 public and private parking spaces in structured and street parking

Mercado del Barrio

Barrio Logan, San Diego CA



Fiesta Plaza

At Cesar Chavez Pkwy. & Newton St.

Mercado del Barrio

Barrio Logan, San Diego CA



Promenade San Diego, CA.



Mercado del Barrio

Barrio Logan, San Diego CA



KEYNOTES

- | | | | |
|---------------|----------------------|----------------------|-----------------------|
| 1 Residential | 4 Community Services | 7 Educational Center | 10 Columns with Mural |
| 2 Market | 5 Parking | 8 Chicano Park | 11 Existing Buildings |
| 3 Retail | 6 Urban Park | 9 Trolley Station | B Bus Stop |



Ground Level Plan

Mercado del Barrio

Barrio Logan, San Diego CA



Mercado del Barrio

Barrio Logan, San Diego CA

Fruitvale Village Oakland, CA.



Mercado del Barrio

Barrio Logan, San Diego CA



Phil M Lee 07

Urban Park

At Dewey St. & National Ave.

Mercado del Barrio

Barrio Logan, San Diego CA



Building Elevations

Mercado del Barrio

Barrio Logan, San Diego CA



Mercado del Barrio

Barrio Logan, San Diego CA



Harbor Walk Lofts Oakland, CA.



Bridgecourt
Oakland, CA.



Mercado del Barrio

Barrio Logan, San Diego CA



Phil M Lee 07

Urban Park

At Dewey St. & National Ave.

Mercado del Barrio

Barrio Logan, San Diego CA



Mercado del Barrio

Barrio Logan, San Diego CA



Fiesta Plaza

At Cesar Chavez Pkwy. & Newton St.

Mercado del Barrio

Barrio Logan, San Diego CA





Mercado del Barrio

Barrio Logan, San Diego CA

		PRODUCT TYPE	RETAIL AREA	D.U.	PARKING
COMMERCIAL					
		SUPER MARKET	44,200		155
		NEIGHBORHOOD RETAIL	23,400		50
		COMMUNITY FACILITY	6,600		14
		SUB-TOTAL	74,200		219
FOR-SALE					
CONDOMINIUMS	1 BEDROOM			25	19
	2 BEDROOM			76	134
	3 BEDROOM			25	50
	SUB-TOTAL			126	203
RENTAL					
SENIORS & FAMILY	1 BEDROOM			103	67
	2 BEDROOM			32	53
	3 BEDROOM			16	27
	TH/LW			19	32
	SUB-TOTAL			170	179
OVERALL TOTAL			74,200	296	601



Project Summary

Mercado del Barrio

Barrio Logan, San Diego CA



Fiesta Plaza

At Cesar Chavez Pkwy. & Newton St.

Mercado del Barrio

Barrio Logan, San Diego CA





Urban Park

At Dewey St. & National Ave.

Mercado del Barrio

Barrio Logan, San Diego CA

Financing: Summary of Sources & Uses

Uses	RETAIL	FOR-SALE HOUSING	RENTAL HOUSING	TOTAL SOURCES
Total Sources	\$18,775,083	\$57,497,000	\$42,621,197	\$118,893,280

SOURCES	RETAIL	FOR-SALE HOUSING	RENTAL HOUSING	TOTAL SOURCES
Debt/Equity (LIHTC/ NMTC)	\$14,941,968	\$41,997,000	\$31,141,486	\$88,080,454
Tax Increment: Property/ Sales	\$ 3,850,000	\$ -	\$ -	\$ 3,850,000
State/ Federal (Prop 1C/CDBG/HOME, etc.)	\$ -	\$ 1,300,000	\$11,479,711	\$12,778,711
Redevelopment Agency	\$ -	\$14,200,000	\$ -	\$14,200,000
Total Sources	\$18,775,083	\$57,497,000	\$42,621,197	\$118,893,280

Mercado del Barrio



Project Schedule

TASK	PHASE 1	PHASE 2
ENA and enter into DDA	3-24-09 or Sooner	3-24-09 or Sooner
Site Plan Review and Approval	7-17-08	07-17-08
Quarterly meetings with Community	8-1-08	8-1-08
Architectural Drawings	3-25-09 to 5-18-10	2-1-10 to 12-31-10
City Planning and Entitlements	6-17-09 to 5-18-10	1-3-11 to 5-20-11
Preliminary Cost Estimating	6-17-07	4-26-10
Finalize Finance Strategies	8-12-09 to 1-26-10	6-7-10 to 3-3-11
Tax Credit/Prop 1C Applications	8-26-09	7-19-10
Bidding	5-19-10	11-3-11
Construction Loan Closing	11-3-10	5-23-11

Fiscal Impact

- New Public & Private Investment in Barrio Logan
 - \$118,893,280
- Annual Sales Tax Revenue
 - Retail: \$241,378
- Annual Property Tax Revenue
 - For Sale: \$461,000
 - Retail: \$98,000
 - Rental: \$75,000
- Approximately 200 new permanent jobs targeting neighborhood residents

Mercado del Barrio



Concept Summary

- Cultural nexus that blends art and culture with retail, housing, education and transportation
- Connectivity between:
 - The surrounding neighborhoods and the project
 - The transit stop and Chicano Park
- High Quality mixed-income housing and neighborhood serving retail. Multi-generational, affordable housing for seniors, families and live/work artists lofts
- Common community facility space for education enrichment programs.
- Blended financing and sales/property tax revenues reinvested into the community
- Long-term stewardship

Mercado del Barrio

Barrio Logan, San Diego CA

chicano art y cultura



Mercado del Barrio

